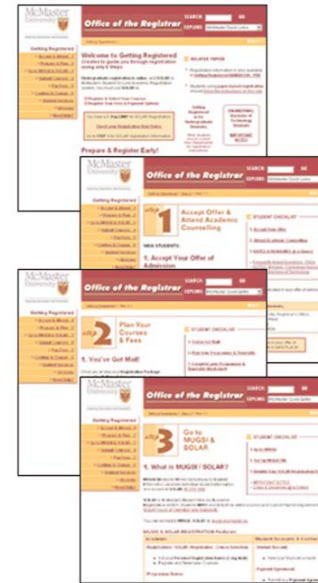


MCMASTER UNIVERSITY
OFFICE OF THE REGISTRAR



CLIENT OBJECTIVE

McMaster University, one of the largest universities in Canada, was developing an online registration application for its undergraduate students. Faced with time constraints, McMaster contacted our team to create a communications strategy and a plan to inform students of the new registration process. McMaster required an information web site and a printable registration handbook.



CASE STUDY: MCMMASTER UNIVERSITY: OFFICE OF THE REGISTRAR

CHALLENGES

Due to the uncertain completion date of the registration software application, McMaster required a cost-effective communication plan that could quickly address either the launch or delay of the online registration service. Also, the online registration service was not available to all students. The registration information required by students was complex, and the previous year's approach, a question and answer format, had not met student needs. The project timeline was seven weeks.

SOLUTION

We analyzed and developed a modular communication and design plan. A registration step process was designed. We identified the processes that were consistent regardless of the launch or delay of the online registration services. We created two designs for the processes that would change depending on the status of the online registration service. The "delay" design was used to provide registration information for students without access to online registration services.

In addition, we developed the registration handbook using the same step process. The registration handbook was created using the web site design and page content. The transition of design and content from the web site to the handbook was seamless.

OUTCOME

During the previous year's registration period, The Office of the Registrar received numerous inquiries and was unable to process all the calls. In order to assist students this year, a 1-800 number was installed and staffed by the Office of the Registrar. However, there were minimal calls, and calls were often about the online service. The Office of the Registrar considers the project a huge success. Feedback from students indicated that information was clear and easy to use.